

Comparative Study of Nigerian Media Coverage of 2012 United States' and Ghana Presidential Elections

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Abstract This paper is a comparative assessment of Nigeria media coverage of the 2012 US and Ghana presidential elections, with a view to determining the current pattern of international news flow in developing nations. Study found that Nigerian mass media did not adhere to the principle of the development media theory which states that the "media (of the developing world) should give priority to news and information that link with other developing countries, which are close geographically, culturally, or politically." The study indicated that Nigerian mass media gave greater attention to the 2012 US presidential elections than they did to the 2012 Ghana presidential election, in terms of prominence, magnitude and in-depth analysis. This study, therefore, recommends that the media of the developing world should give more attention to events in developing nations, to balance the global news flow equation; media of the developing countries should be equipped with modern facilities and quality man power to be able their stories locally; and news agencies of the developing world should be properly organized and equipped to provide stories on world events.

Key words: Media coverage, Mass media, Media theory, News flow, Developing nations

Introduction

Much concern has been raised over the perceived imbalances in the global news flow equation. Scholars of the developing world extraction have severally bemoaned the observed quantitative and qualitative imbalances in global news flow, out of favour of the developing world. The issues have been that the media of the developed world dominate the international news coverage, why developing countries